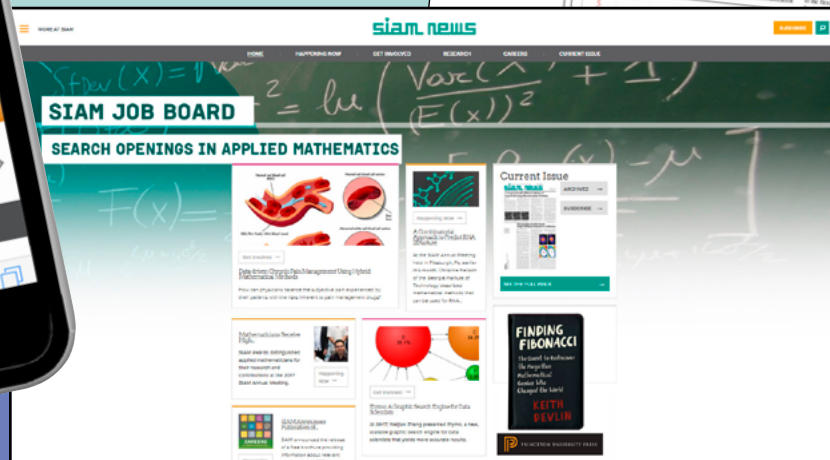
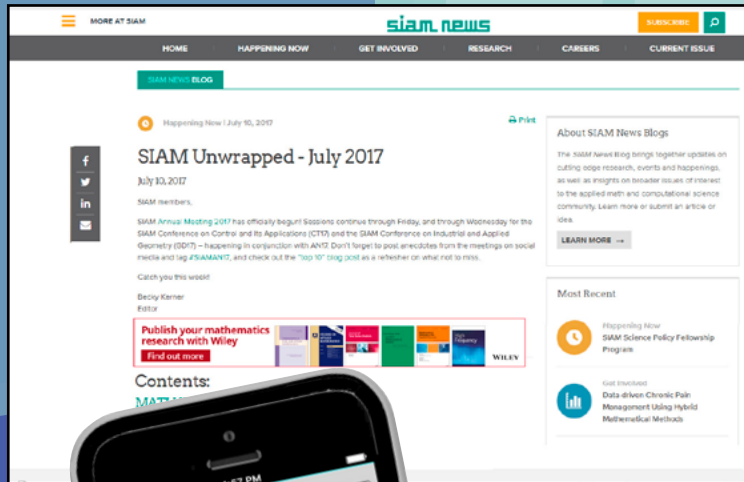


# siam®

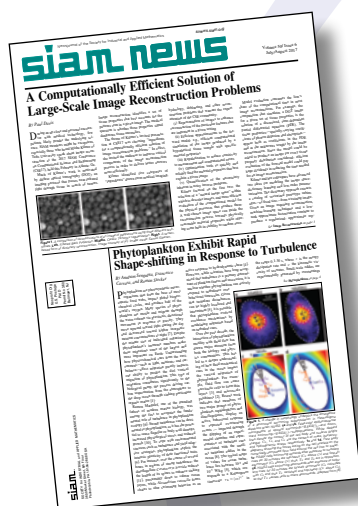
## 2018 MEDIA KIT



Rates apply to SIAM publications dated  
January 1, 2018 through December 31, 2018

**SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS**

[www.siam.org/advertising](http://www.siam.org/advertising)  
[marketing@siam.org](mailto:marketing@siam.org)



# siam news

SIAM News is an online and print tabloid-size newsjournal with a circulation of almost **14,000**. The subscribers—applied mathematicians and computational scientists, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, and academe. In addition, each of SIAM's almost 500 academic members and corporate members receive multiple subscriptions to *SIAM News*.

Subscribers count on *SIAM News* to keep them up to date on issues affecting the applied and computational mathematics community. Articles include reports of progress and breakthroughs in research; technical overviews written by experts in a wide range of disciplines; news about people, university programs, legislation, and funding affecting the mathematical sciences community; and much more. Readers consistently describe *SIAM News* advertisements as an important source of information on software, books, and jobs.

## 2018 Publication Schedule

Issue	Post/Mail Date (+/- one week)
January/February.....	1/29/18
March.....	3/1/18
April.....	4/2/18
May.....	5/1/18
June.....	6/1/18
July/August.....	7/2/18
September.....	9/4/18
October.....	10/1/18
November.....	11/1/18
December.....	12/3/18

## Print Circulation

**15,000\***

See page 6 for online advertising  
Includes all SIAM members plus additional subscribers. Actual readership is significantly higher due to library and pass-along readership.

## Subscriber Demographics\*\*

### Employment

Academe	76%
Industry	13%
Government	7%
Other	4%

### Geographical Breakdown

United States	66%
Europe	17%
Canada & Mexico	4%
Asia & Africa	8%
Central & South America	3%
Australia & New Zealand	1%
Middle East	.9%
Russia	.1%

## Purchasing Patterns

In the past 12 months, over 35% of all SIAM members have purchased books or other publications from SIAM.

### Education

Highest Academic Degree Achieved	
Ph.D.	87%
Master's	10%
Bachelor's	1%
Unknown	2%

## Some Areas of Specialization

- Computational mathematics
- Linear algebra and matrix theory
- Ordinary differential equations
- Partial differential equations
- Optimization
- Numerical analysis
- Computer science
- Statistics

## Advertising Acceptance

The publisher reserves the right to reject any advertisement not considered suitable for publication in *SIAM News*.

## Composition and Design

### Display and Classified Display

SIAM will prepare advertisements for those who cannot provide camera-ready artwork. There is a \$75 minimum charge, and complete quotes will be given after a review of all work involved.

### Frequency Discounts

5%:	three (3) issues per 12-month period
10%:	six (6) issues per 12-month period
15%:	ten (10) issues per 12-month period
20%:	ten (10) issues of SIAM News plus four SIAM journal or conference program ads per 12-month period

*Frequency discounts are allowed on display and classified display ads only and may not be combined with any special advertising offers made by SIAM.*

## Special Positions

Back page — 20% surcharge  
All other positions — 10% surcharge

## Agency Commissions

A 15% discount off gross billing is extended to recognized advertising agencies for display and classified display advertising. The insertion order and payment must be made by the advertising agency, not the ultimate advertiser. Commissions are not allowed on production charges or on regular classified ads and announcements.

## Rate Policy

### Cancellations

Advertisers will be billed for ads cancelled after closing dates. Frequency rates are determined by the total number of insertions contracted to run within a 12-month period beginning with the first date of insertion.

### Shortrates

Advertisers will receive an adjusted invoice if they don't run the minimum number of insertions needed to obtain the frequency discount upon which the original billing was based.

### Rebates

Advertisers who run more insertions than originally contracted and who reach the next frequency discount level will be rebated the difference between what they paid and what they actually earned.

*\*Average circulation throughout 2017; subject to change as updates are made to the database daily.*

*\*\*Based on individuals reporting demographic information on their SIAM profile.*

# siam news Print Rates and Deadlines

## PRODUCT/SERVICE DISPLAY ADVERTISING (Non-Recruitment)

Size	Inches	Picas	Rate
Full page	9.5 x 15.375	57p3 x 92p6	\$3075
½ page (island)	7.1 x 10.5	47p7 x 63	\$2175
½ page	9.5 x 7.625	57p3 x 45p9	\$1905
	4.625 x 15.375	27p9 x 92p6	
¼ page (island)	7.5 x 5	45 x 30	\$1195
¼ page	9.5 x 3.9375	57p3 x 23p9	\$1085
	4.625 x 7.625	27p9 x 45p9	
1/8 page	4.625 x 3.9375	27p9 x 23p9	\$705
	2.1875 x 7.625	13p3 x 45p9	
1/16 page	4.625 x 1.9375	27p9 x 11p9	\$410
	2.1875 x 3.9375	13p3 x 23p9	

## DEADLINES — 2018

Issue	Display Space Reservation	Classified Display/ Classified/ Announcement Space Reservation & Artwork Deadline	Issue Mails
JanuaryFebruary	12/14/17	1/5/18	1/29/18
March	1/25/18	2/5/18	3/1/18
April	3/1/18	3/12/18	4/2/18
May	3/29/18	4/19/18	5/1/18
June	4/26/18	5/7/18	6/1/18
JulyAugust	5/31/18	6/11/18	7/2/18
September	8/2/18	8/13/18	9/4/18
October	8/30/18	9/10/18	10/1/18
November	9/27/18	10/8/18	11/1/18
December	10/23/18	11/1/18	12/3/18

## Recruitment Advertising Classified (line ads)

Classified advertisements are reserved for professional positions. Classified line advertisements placed in SIAM News and can be accessed at [jobs.siam.org](http://jobs.siam.org). The print ad would be posted online at [jobs.siam.org](http://jobs.siam.org) coinciding with when the issue mails and will remain posted for one month for each issue placement booked. Classified ads may be edited to conform to SIAM News format. See "Deadlines." Fee is based on word count.

Submit your ad via e-mail to [marketing@siam.org](mailto:marketing@siam.org); please include the text for the ad, the issue(s) in which the ad should be placed, and the complete billing address, phone number, and contact person.

**Rate: \$3.45 per word (\$445 minimum)**

## Classified Display

**Classified display advertisements are display advertisements for professional opportunities that appear on the classified advertising pages of SIAM News.** Classified advertisements placed in SIAM News can also be accessed through SIAM's web site beginning with the date the issue is mailed. There is no extra charge for posting to the web; ads remain on the web for one month. Links are activated for web ads where possible. The web version of the display ads closely approximate the appearance of the ads in *SIAM News*. Sizes are based on a four-column format. One classified column inch equals 2.1875" x 1". A two-column ad is 4.625" x 1"; a three-column ad is 7.125" x 1"; a four-column ad is 9.5" x 1". See "Deadlines."

**Rate: \$130 per column inch**  
(rounded up to the nearest full inch)

## Announcements

An announcement is any advertisement for an event (such as a conference), a new product, or a new policy. All announcements placed in *SIAM News* can also be accessed through SIAM's web site beginning with the date the issue is mailed. See "Deadlines." There is no extra charge for posting to the web; ads remain on the web for one month.

**Rate: \$2.35 per word (\$335 minimum)**

# siam® Print Advertising SIAM News, Conference Programs, and Journals

**SIAM News** is a tabloid-size newsjournal with a circulation of almost 14,000. The subscribers—applied and computational mathematicians, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, and academe. In addition, each of SIAM's almost 500 academic members and corporate members receive multiple subscriptions to SIAM News. Subscribers count on SIAM News to keep them up to date on issues. For advertisement rates & sizes see **SIAM News Rates and deadline page**.

**Circulation:** 14,000

## Conference Programs

The conference programs are distributed to attendees at most SIAM conferences and national meetings. A limited number of display advertisements are accepted for final programs. Only full-page, black and white ads are available.

**Rate:** \$925

**Advertisement size:**

7.5" x 9.5"  
(Trim size: 8.5" x 11")

**Circulation:** 300-1,300 (varies by conference)

## Journals

SIAM publishes print issues of 12 of the world's leading applied mathematics journals. Space ads in these journals or direct mail campaigns to journal subscriber lists will help you target very specific audiences, whether you are a publisher, hardware or software supplier, or scientific instrument manufacturer.

**Rates:** \$825 per full-page grayscale advertisement

**Advertisement size:**

5.5" x 8.5"

File size: 5.5" x 8.5" (no bleed) Trim size: 7" x 10"

**Circulation:** SIAM Review 15,000

All other journals 1,000-1,500

## Artwork Submission Requirements

PDF is preferred for all print advertisements. The ads should be at 100% of actual size, all text black. For black & white ads, use 100% K instead of a 4/c blend.\* PDF files must be created in press quality. The journal and conference program artwork are grayscale only. For SIAM News art PDF is preferred, grayscale or CMYK at 100% of actual size. Add \$500 per ad for four-color process. Ads may be sent via e-mail to [marketing@siam.org](mailto:marketing@siam.org).  
\* In the case of ads where part or all of the text is in black, the black text should be designed as 100% K so the ad will not appear blurry.

## Agency Commission

A 15% discount off gross billing is extended to recognized advertising agencies. Commissions are not allowed on production charges. If you need further information regarding the creation or artwork specifications of your ad, contact [marketing@siam.org](mailto:marketing@siam.org). If artwork needs any alterations, a minimum \$50 fee will be charged in addition to the cost of space. Composition and Design SIAM will prepare advertisements for those who cannot provide artwork. There is a \$75 minimum charge, and complete quotes will be given after a review of all work involved.

## Advertising Policy

SIAM may reject any advertisement not considered suitable for publication.

## Composition and Design

SIAM will prepare banner advertisements for those who can not provide artwork. There is a minimum \$75 charge, and complete quotes will be given after a review of all work involved.



# siam® Insertion Order

## Advertising Client Company

Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## Advertising Agency (if applicable)

Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## DIGITAL ADVERTISING

### SIAM Unwrapped: e-mailed members newsletter monthly

Issue(s) \_\_\_\_\_  
Position: Primary \$1,800 Midway \$1115 Closing \$585  
Top Sidebar \$725 Mid Sidebar \$650  
Circulation: 14,000  
Artwork deadline: the first of each month  
Artwork specifications: primary, midway and closing banner ads must measure 300 pixels x 125 pixels. Sidebar banner ads must measure 247 x 247 pixels. Format: .jpg. Unwrapped transmits in HTML

### Banner Ads on SIAM News Online

Position:  
Hero banner \$3500 Top Sidebar \$525 Lower Homepage \$375  
Bottom Homepage \$375 Lower current page \$375  
Audience: 14,000  
Date(s) Posted: \_\_\_\_\_  
Artwork deadline: within 3 days of desired posting date  
Artwork specifications: hero banner: 1900 x 625 pixels  
Top sidebar banner: 355 x 425 pixels.  
Two Lower banner ads: 1098 x 155 pixels  
Format: .png, .jpg, or .gif or animated .gif  
Animated .gif files must be less than 1M  
Frequency: 30 day posting

### eTOC SIAM News Online Notification

Midway \$500 Closing \$275 Top sidebar \$475  
Bottom sidebar \$375  
Issue: \_\_\_\_\_  
Circulation: 13,000  
Artwork specifications: midway and closing: 397 x 200 pixels.  
Top and midway sidebar: 247x247 pixels  
Format: jpg or png. Frequency: monthly  
Sponsor SIAM Journal eTable of Content (eTOC) Alerts  
Artwork deadline: 5 days prior to transmission  
Artwork specifications: 600 x 299 pixels. Format: png or jpg.  
Frequency: varies by journal

### eTOC Alert Banner Ad: frequency and circulation varies by journal

Journal (s): \_\_\_\_\_  
Position: Primary \$265/M Bottom \$225/M Exclusive \$300/M  
Rate: \$ \_\_\_\_\_  
Artwork deadline: 14 days prior to transmission date  
**App Support**  
Select Conference: AN18 UQ18 MPE18 LS18  
Rate \$ \_\_\_\_\_  
Exclusive Partial  
Artwork specifications: multiple formats of artwork are required for iOS, Android, and HTML 5  
Artwork deadline: 5 weeks before meeting

## PRINT ADVERTISING

### SIAM News

Issue (s): \_\_\_\_\_  
Ad type: Display or Classified Display  
Display ad size: (See page 3) Horizontal Vertical  
Rate: \_\_\_\_\_  
Classified display ad size: (See page 3) Columns x \_\_\_\_\_ inches  
Circulation: 14,000  
Rate: \$130 per column inch. Total Rate: \_\_\_\_\_  
Artwork deadlines and display ads:  
Please see SIAM News Rates and Deadline page  
Artwork Specifications: grayscale PDF. Add \$500 per ad for 4 color process  
Frequency: 10xs a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 19th -25th of the month.

### Journal Advertising

Journal(s): \_\_\_\_\_ Rate: \$825  
Artwork specifications: Ad dimensions: 5.5" x 8.5"  
Trim size: 7" x 9.5"  
Format: grayscale PDF  
Art deadline: 8 weeks prior to the first of the month of publication  
Frequency and circulation varies by journal

### Conference Program Ads

Conference: \_\_\_\_\_ Rate: \$925  
Ad dimensions: 7.5" x 9.5"  
Artwork specifications: grayscale PDF  
Art deadline: 6 weeks prior to the conference date  
Frequency and circulation: printed in conjunction with the meeting.  
See <http://www.siam.org/meetings/calendar.php> for full conference listing.

**Send insertion order and artwork files to the Marketing Representative at [marketing@siam.org](mailto:marketing@siam.org).**

### Artwork Specifications

All artwork deadlines and specifications can be viewed at [www.siam.org/advertising](http://www.siam.org/advertising). For SIAM News Online, eTOC SIAM News Notifications, eTOC Journal Alerts, and Unwrapped the artwork deadline is 7 days prior to the transmission date.

### Payment

You may pay by check, credit card, or wire transfer.  
Check made payable to SIAM.  
Credit card (VISA, MasterCard, Discover, or American Express)  
Card type: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
Card number: \_\_\_\_\_  
Signature \_\_\_\_\_  
*Wire transfer information can be provided upon request.*

# siam® Digital Marketing Opportunities

The subscribers of the digital products are individuals, corporate, and academic SIAM members. SIAM members may opt-in to receive e-mail notifications when a new issue of SIAM News Online is posted or when a new print or e-journal issue is available.

## SIAM News Online

The prestigious newsjournal is now available in digital form.

The URL is: <http://sinews.siam.org/>

### Product

	Rate
Hero Banner	\$3500.00
Top Sidebar Banner ad	\$525.00
Lower Home Page Banner ad	\$375.00
Lower Current Page Banner ad	\$375.00
Bottom Home Page Banner	\$375.00
Any banner ad—add on to print	\$250.00

There is a 10% discount on SIAM News Online banner advertising if you have placed a print SIAM News ad within 12 months.

**Frequency:** All ads are posted for 30 days. The new issues of SNO are posted 10x a year. All issues except for the January/February and July/August issues are transmitted on the 1st of each month. The two combined issues are posted approximately the 20th -25th of the month.

Circulation: 14,000

### Artwork:

Hero banner: 1900 x 625 pixels

Top sidebar banner: 355 x 425 pixels

Lower home page banner ads: 1098 x 155 pixels

Lower and bottom home page banner ads: 725 x 155 pixels

Format: PNG, JPEG, GIF, or animated GIF. All files must be less than 1M.

Audience: 15,000+

## SIAM Unwrapped

SIAM Unwrapped is a monthly e-newsletter, transmitted to all SIAM members- individuals, corporate and academic institutions. *SIAM Unwrapped* features relevant information and announcements for the SIAM community.

**Rate:** Five positions are available to sponsor. The primary (top) position is \$1,800. The midway position is \$1,115. The closing (bottom) banner is \$585. The top sidebar position is \$725. The middle sidebar position is \$650.

**Artwork:** Primary, midway and closing banner ads must measure 300 pixels x 125 pixels. Sidebar banner ads must measure 247 x 247 pixels.

**Format:** JPEG. Unwrapped transmits in HTML.

**Frequency:** Emailed monthly

Circulation: 14,000

## Sponsor Electronic Table of Contents e(TOC) SIAM News Online Notifications

The eTOC (Table of Contents) *SIAM News Online* Notifications are new to SIAM! Subscribers can stay up to date with new SIAM News content. The eTOC alerts are transmitted when the latest issue of SIAM News posts online.

**Frequency:** The new issues of *SIAM News Online* are posted 10 times a year. All issues except for the January/February and July/August issues are transmitted on the 1st of each month. The two combined issues are posted approximately the 20th -25th of the month.

Circulation: 14,000

**Positions and Artwork:** The midway position is \$500. The closing banner is \$275. The top sidebar position is \$475 and the midway sidebar position is \$375.

Midway and closing banner: 397 x 200 pixels.

Top and midway sidebar banner: 247 x 247 pixels

Format: PNG or JPEG.

## Sponsor SIAM Journal Electronic Table of Contents (eTOC) Alerts

SIAM publishes 17 journals in areas of applied math and computational science. Approximately 30,000 emails are sent per year. SIAM journal details can be found at <http://www.siam.org/journals/>.

**Rates:** The primary (top) banner rate is \$265/M, the closing (bottom) banner rate is \$225/M exclusive sponsorship rate is \$300/M. The minimum order amount is \$500.

**Artwork:** 600 x 299 pixels. Format: PNG or JPEG.

Contact the Marketing Representative for additional eTOC journal subscriber information. The eTOC alerts can be broken down by journal, groups of journals, month of transmission, and other customized eTOC packages can be created.

Partial and exclusive support will be considered for eTOC alerts.

Circulation and frequency varies by journal.

## Mobile App Support @SIAM Conferences

Conference attendees rely on SIAM's app to navigate the meeting, locate a speaker, find another participant, and schedule their days. This creates the perfect medium for your organization to connect with tech-savvy attendees in SIAM's highly focused fields.

Mobile support is available at these 2018 meetings:

\$3,500 each (exclusive)

Uncertainty Quantification (UQ18), Life Sciences (LS18), Mathematics of Planet Earth (MPE18)

\$7,000 Annual Meeting (AN18)/Materials Science (MS18)/Applied Mathematics Education (ED18) (These conferences are being held jointly.)

Partial and exclusive support will be considered.

The app can be found at the App Store and Google Play. The app is called SIAM Events.

**Artwork:** Multiple banner ad sizes are required. Format PNG.

Audience varies by conference.

## Post Job Opportunities Online

The SIAM Job Board offers job seekers and employers a unique and easy way to connect. Employers can set up an account online to quickly post jobs, search through resumés, and manage your recruiting online. For ad posting and rates the url is: <http://jobs.siam.org>.

## General Advertising Policies

### Frequency Discounts

**There is a 10% discount on all SIAM News Online banner advertising if you have placed a printed ad within 12 months.**

Frequency Discounts 5%: three (3) issues per 12-month period 10%: six (6) issues per 12-month period 15%: ten (10) issues per 12-month period 20%: ten (10) issues of SIAM News plus four SIAM journal or conference program ads per 12-month period

Frequency discounts are allowed on display and classified display ads only and may not be combined with any special advertising offers made by SIAM. Advertising agency discounts are not extended to App Support.

### Agency Commission

A 15% discount off gross billing is extended to recognized advertising agencies for all advertising except for classified ads or announcements. Commissions are not permitted on production charges. Advertising agency discounts are not extended to mobile app support.

### Material Requirements

PDF is preferred for all artwork. For SIAM News classified ads and announcements, a Word document is preferred.

### Cancellation Policy

No refunds on ads cancelled after space reservation due dates. Cancellations must be received in writing.

### Advertising Policy

SIAM reserves the right to reject sponsorships and/or artwork submissions.

# siam 2018 Conferences Schedule

Up-to-date information on conferences is available at [www.siam.org/meetings](http://www.siam.org/meetings). Enhance or create your presence at a SIAM meeting. Connect with attendees from industry, academia, and laboratories!

## ALENEX

January 7-8, 2018 · Astor Crowne Plaza, New Orleans, Louisiana, USA

## ANALCO

January 8-9, 2018 · Astor Crowne Plaza, New Orleans, Louisiana, USA

## ACM-SIAM Symposium on DISCRETE ALGORITHMS (SODA18)

January 7-10, 2018, Astor Crowne Plaza, New Orleans, Louisiana, USA

Deadline for:

Space reservation for final program: November 13, 2017

Registration Inserts: November 27, 2017

Tabletop/Combined Exhibit Contracts: December 4, 2017

Expected Attendance: 415 - 475

## SIAM Conference on PARALLEL PROCESSING for SCIENTIFIC COMPUTING (PP18)

March 7-10, 2018, Waseda University, Tokyo, Japan

Deadline for:

Space reservation for final program: December 20, 2017

Expected Attendance: 450 - 500

*The conference logistics are being managed local to the conference site.*

## SIAM Conference on UNCERTAINTY QUANTIFICATION (UQ18)

April 16-19, 2018, Hyatt Regency Orange County, Garden Grove, California, USA

Deadline for:

Space reservation for final program: February 19, 2018

Registration Inserts: March 12, 2018

Tabletop/Combined Exhibit Contracts: March 19, 2018

Expected Attendance: 500 - 550

## SIAM Conference on APPLIED LINEAR ALGEBRA (ALA18)

May 4-8, 2018, Hong Kong Baptist University, Hong Kong

Deadline for:

Expected Attendance: 300

*The conference logistics are being managed local to the conference site.*

## SIAM International Conference on DATA MINING (SDM18)

May 3-5, 2018, San Diego Marriott Mission Valley, San Diego, CA, USA

Deadline for:

Space reservation for final program: March 8, 2018

Registration Inserts: March 29, 2018

Tabletop/Combined Exhibit Contracts: April 5, 2018

Expected Attendance: 300 - 350

## SIAM Conference on DISCRETE MATHEMATICS (DM18)

June 4-8, 2018 · University of Colorado, Denver, Denver, Colorado USA

Deadline for:

Space reservation for final program: April 9, 2018

Registration Inserts: April 30, 2018

Tabletop/Combined Exhibit Contracts: May 7, 2018

Expected Attendance: 325 - 400

## SIAM Conference on IMAGING SCIENCE (IS18)

June 5-8, 2018 · University of Bologna, Bologna, Italy

Expected Attendance: 500- 600

*The conference logistics are being managed local to the conference site.*

## SIAM Conference on NONLINEAR WAVES and COHERENT STRUCTURES (NWCS18)

June 11-14, 2018 · DoubleTree by Hilton Hotel, Orange, California USA

Deadline for:

Space reservation for final program: April 16, 2018

Registration Inserts: May 7, 2018

Tabletop/Combined Exhibit Contracts: May 14, 2018

Expected Attendance: 250- 300

## SIAM Conference on APPLIED MATHEMATICS EDUCATION (ED18)

July 9-11, 2018 · Oregon Convention Center, Portland, Oregon, USA  
(Held in conjunction with the SIAM Annual Meeting (AN18))

Deadline for:

Space reservation for final program: May 14, 2018

Registration Inserts: June 4, 2018

Tabletop/Combined Exhibit Contracts: June 11, 2018

Expected Attendance: 450 - 500

## SIAM ANNUAL MEETING (AN18) and SIAM Conference on MATHEMATICAL ASPECTS OF MATERIALS SCIENCE (MS18)

July 9-13, 2018 · Oregon Convention Center, Portland, Oregon, USA  
(Held in conjunction with MS18 and ED18)

Deadline for:

Space reservation for final program: May 14, 2018

Registration Inserts: June 4, 2018

Tabletop/Combined Exhibit Contracts: June 11, 2018

Expected Attendance: 1,000 - 1,200

## SIAM Conference on LIFE SCIENCES (LS18)

August 6-9, 2018 · Radisson Blu Minneapolis, Minneapolis, Minnesota, USA

Deadline for:

Space reservation for final program: June 11, 2018

Registration Inserts: July 2, 2018

Tabletop/Combined Exhibit Contracts: July 9, 2018

Expected Attendance: 200

## SIAM Workshop on Network Science (NS18)

August 6-9, 2018 · Minneapolis, Minnesota, USA

Deadline for:

Space reservation for final program: TBD

Registration Inserts: TBD

Tabletop/Combined Exhibit Contracts: TBD

Expected Attendance: 225-250

## SIAM Conference on MATHEMATICS of PLANET EARTH (MPE18)

September 13-15, 2018, DoubleTree by Hilton Hotel, Philadelphia, Pennsylvania, USA

Deadline for:

Space reservation for final program: July 19, 2018

Registration Inserts: August 9, 2018

Tabletop/Combined Exhibit Contracts: August 16, 2018

Expected Attendance: 225-250

*This information is current as of August 31, 2017 and is subject to change.*

# siam<sup>®</sup> Conference Sponsorship Form

SIAM invites you to show your support of the scientific community by being a sponsor at any of our conferences.  
(See the 2018 conferences/events calendar enclosed and also at [www.siam.org/meetings/calendar.htm](http://www.siam.org/meetings/calendar.htm) for more information).

**Circle one or more of the sponsorship opportunities listed below in which your organization is interested and return this contract or contact us nine weeks prior to the meeting.** All sponsorships must be paid in full 30 days prior to conference date.

All sponsors are acknowledged in the final program, in the mobile app, and on the conference website.

SPONSORSHIP OPPORTUNITIES	LEVEL	RECOGNITION
<b>POSTER SESSION SPONSOR</b> Select meetings	\$30,000	Sign at registration; full-page ad in the final program; recognition in the mobile app, the final program and the conference website. <i>The sponsorship amount reflects the addition of food, light appetizers, or beverage.</i>
<b>PLATINUM</b> Welcome Reception Sponsor Any SIAM Conference	\$25,000	Signage at the reception; two full registrations; full-page ad in the final program; two-hour reception; opening night of the conference; recognition in the mobile app, the final program and the conference website. (Features: appetizers & snacks; each attendee gets ticket for one free drink then cash bar.)
<b>DIAMOND</b> Internet Café Sponsor Annual Meeting	\$20,000	Signage at the internet café; company logo on computers' wallpaper/landing page; full-page ad in the final program; recognition in the final program, the conference website and the mobile app.
<b>MOBILE APP EXCLUSIVE SPONSOR</b> Annual Meeting (AN18) Uncertainty Quantification (UQ18) Life Sciences (LS18) and Mathematics of Planet Earth (MPE18)	\$7,000 \$3,500	Recognition in the mobile app, the final program, and the conference website. The mobile app can be found at the App Store and Google Play. The app is called SIAM Events. Artwork: multiple formats of artwork are required for iOS, Android, and HTML 5.
<b>GOLD</b> Pad or Pen	\$5,000	Approximately 500–1300 items imprinted and distributed with your logo or message; recognition in the final program, the conference website and the mobile app. <i>Quantities may vary, depending on conference and item selected.</i>
<b>SILVER</b> Refreshment/Coffee Break	\$4,500	One standard refreshment/coffee break (coffee, tea, water); signage during the break; full-page ad in the final program; recognition in the final program, the conference website and the mobile app. To add food, pricing will be determined in conjunction with the site space of the conference.
<b>SUPPORTER</b>	\$1,500	Sign at registration; one free registration; recognition in the final program, on the conference website and the mobile app.
<b>ADVOCATE</b>	\$900	Sign at registration; recognition in the final program, the conference website and the mobile app.

## BILLING AND PAYMENT INFORMATION

SIAM conference that you wish to sponsor: \_\_\_\_\_

**Company Information** (please print the company name as you would prefer it to appear in acknowledgements, etc.)

Company Name \_\_\_\_\_ Company URL \_\_\_\_\_

Company Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Make checks payable to "SIAM" or include your credit card information here.**

Credit card type: VISA Mastercard American Express Discover

Card number \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

Wire transfer information can be provided upon request.

Please return this contract with payment to the email address below, Attn: Marketing Representative.



# siam® Conferences Exhibit Form

Conference: \_\_\_\_\_

Dates / Location: \_\_\_\_\_

The COMBINED EXHIBITS are an integral part of SIAM meetings and the location and arrangement of the exhibits allow free access throughout the meeting. Exhibits are a very important part of every SIAM meeting, both for the exhibitors and for those attending the meeting. We anticipate well-attended meetings and hope you will participate at some or all of them.

## Organization Information

Publisher \_\_\_\_\_ Organization URL \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Exhibit Information

Please list the number of unique titles for each book, journal, and/or promotional piece that you wish to display at the combined exhibit:

Books \_\_\_\_\_

Journals \_\_\_\_\_

Promotional literature: \_\_\_\_\_

## We are Exhibiting:

Individual table \$755 \$ \_\_\_\_\_

Up to four (4) tables \$1105 \$ \_\_\_\_\_

Book(s) \$90 per title \$ \_\_\_\_\_

Journal(s) \$105 per journal volume \$ \_\_\_\_\_

Journal(s) \$90 per journal issue \$ \_\_\_\_\_

Promotional literature \$110 per 300 copies of item \$ \_\_\_\_\_

Registration packet insert \$755 \$ \_\_\_\_\_

Final program advertisement \$925 \$ \_\_\_\_\_

Stand-up poster \$120 \$ \_\_\_\_\_

Total Amount Due \$ \_\_\_\_\_

## Payment

You may pay by check, credit card or wire transfer.

Check made payable to SIAM.

Credit card (VISA, MasterCard, American Express, or Discover)

Card type: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card number: \_\_\_\_\_

Signature \_\_\_\_\_

Wire transfer information can be provided upon request.

## Information/Instructions

- Payment is due upon receipt of this contract.
- It is understood that books displayed at Combined Exhibits will not be returned, but will be donated to a local college or university or to students attending the conference.
- **Do not send shipments to SIAM. Shipping instructions will be sent to you upon receipt of this contract.**
- SIAM will not be held liable for loss of, or damage to, any combined book and journal exhibit materials.
- All fees are nonrefundable.
- Shipments should arrive at the hotel no more than 2–4 days before the start of the conference. If the shipment arrives more than four days before the conference begins, a storage fee will incur.
- The location of the exhibits at a conference is determined by the conference director based on the structure of the conference and the hotel.
- Tabletop exhibitors may cancel exhibit space up to five days prior to the conference start date. Cancellations must be received in writing.

Please return this contract with book titles, prices, and authors to the email address below, Attn: Marketing Representative.

# siam® Student Travel Support Sponsorship

## SIAM invites you to sponsor student travel!

Students benefit enormously from attending and participating in SIAM meetings.

Student travel sponsorships are in the amount \$750; however, in cases in which intercontinental travel is required, the award is increased to \$900. This includes \$100 to cover the student registration and \$650/\$800 to reimburse travel expenses. The sponsorship amounts should be \$750/\$900 or multiples of \$750/\$900. The deadline for sponsoring student travel is three (3) months prior to the conference(s) of your choice.

Students who are selected to receive travel support will be given a list of organizations that made support possible for that meeting.

Sponsors will be given a list of student awardees for that meeting.

## All sponsors are recognized on site with a large sign in the registration area and on the conference website.

**Yes**, I would like to sponsor student travel in the total amount of \$\_\_\_\_\_ for the following SIAM conference(s):

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## BILLING AND PAYMENT INFORMATION

**Company Information** (please print the company name as you would prefer it to appear in acknowledgements, etc.)

Company Name \_\_\_\_\_ Company URL \_\_\_\_\_

Company Address \_\_\_\_\_

### Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method

<b>My check is:</b>	Enclosed	To come	Invoice	Wire transfer
VISA	MasterCard	American Express	Discover	
Acct #: _____		Exp: ____/____		

*Wire transfer information can be provided upon request.*

*Please return this form with payment to the e-mail address below, Attn: Marketing Representative.*

# siam® Mailing List Information

## Counts

Entire Database	184,453
U.S.A. only	118,999
Outside U.S.A.	65,454

## Profile of SIAM

The Society for Industrial and Applied Mathematics maintains current addresses for all society members, conference attendees, and journal and *SIAM News* subscribers. These mailing lists are available for purposes consistent with SIAM's objectives, which are:

- to further promote the application of mathematics to science and industry;
- to promote basic mathematical research leading to new methods and techniques useful to industry and science;
- to provide media for the exchange of information and ideas between mathematicians and other technical scientific personnel.

## Rates

- **Members** (*individual and institutional*) .....\$235/M
- **Non-Members** (*inquiries, conference attendees, book purchasers, etc.*) .....\$200/M  
Rate applies only when "non-members only" is specified
- **Conference Attendees** .....\$250/M  
Rate applies only when exhibitor purchases attendee list for the conference at which they exhibited.
- **Keycode** .....\$5/M
- **Names Outside the United States** .....\$15/M
- **Formats**
  - e-mail (add \$85 transmission fee)
  - pressure sensitive labels (add \$10/M)

**MINIMUM ORDER \$250 OR 1000 NAMES**

## Additional Selections

Please contact the SIAM Marketing Representative for rates on any combination of: market interest codes, activity group members, subscriber lists, and/or conference attendees.

## Ordering Information

- **Lists are rented for one-time use only; no part may be copied for re-use.**
- Nth selections and/or random selections are not available at this time.
- All orders must state exact list required, rate, and shipping method requested.
- A sample mailing piece must be included with your order. All mailing pieces must be approved by the executive director or a designee prior to processing.
- Agent discounts will not be extended.
- A list rental agreement must be completed to receive lists electronically.
- Orders may need to be prepaid.
- **E-mail address lists are not available.**

*Note: All selections can be merged and de-duplicated. The following geographic selections are available: U.S.A., Canada, or worldwide.*

## Turnaround

Please allow 10 business days from the date order is received to date of shipment from SIAM. We will do our best to accommodate rush orders.

## SIAM Selections

<b>SIAM Members</b> (individual) .....	14,000
<b>SIAM Members</b> (organizations) .....	500
<b>SIAM News Subscribers</b> .....	14,000

## SIAM Activity Group Members

Algebraic Geometry .....	372
Analysis of Partial Differential Equations .....	850
Applied Math Education .....	464
Computational Science & Engineering .....	2,999
Control and Systems Theory .....	631
Data Mining .....	972
Discrete Mathematics .....	739
Dynamical Systems .....	1,230
Financial Mathematics and Engineering .....	652
Geometric Design .....	169
Geosciences .....	463
Imaging Science .....	601
Life Sciences .....	822
Linear Algebra .....	755
Materials Science .....	366
Mathematics of Planet Earth .....	296
Nonlinear Waves and Coherent Structures .....	315
Optimization Theory .....	1,172
Orthogonal Polynomials .....	177
Supercomputing .....	797
Uncertainty Quantification .....	700

## SIAM Journal Subscribers

<i>SIAM Review</i> .....	15,000
<i>Applied Algebra and Geometry</i> .....	100
<i>Applied Dynamical Systems</i> .....	1,009
<i>Applied Mathematics</i> .....	1,584
<i>Computing</i> .....	1,347
<i>Control and Optimization</i> .....	1,396
<i>Discrete Mathematics</i> .....	1,244
<i>Financial Mathematics</i> .....	988
<i>Imaging Science</i> .....	969
<i>Mathematical Analysis</i> .....	1,319
<i>Matrix Analysis and Applications</i> .....	1,230
<i>Multiscale Modeling &amp; Simulation</i> .....	1,082
<i>Numerical Analysis</i> .....	1,485
<i>Optimization</i> .....	1,242
<i>Scientific Computing</i> .....	1,369
<i>Theory of Probability and Its Applications</i> .....	1,130
<i>Uncertainty Quantification</i> .....	976

The counts above are totals; demographic breakdowns will reduce quantities.

Counts are based on August 2017 data and are subject to change as updates are made.

# siam® Market Interest Codes

Code	Description	U.S.A.	Outside U.S.A.	Total
01	Linear Algebra/Matrix Theory	2567	1476	4043
02	Real and Complex Analysis	774	662	1436
03	Ordinary Differential Equations	2274	1389	3663
04	Partial Differential Equations	3947	2333	6280
05	Discrete Mathematics	1928	1227	3155
06	Numerical Analysis	3038	1681	4719
07	Computational Mathematics	6321	3251	9572
08	Computer Science	2916	1860	4776
09	Applied Probability	2613	1234	3847
10	Statistics	2332	1133	3465
11	Control and Optimization Theory	1593	1305	2898
12	Optimization Theory	2699	1789	4488
13	Communication Theory	365	362	727
14	Applied Geometry	697	552	1249
15	Image Processing	1428	920	2358
16	Classical Mechanics of Solids	477	389	866
17	Fluid Mechanics	1142	839	1981
18	Quantum Physics	1387	522	1909
19	Geophysical Science	984	664	1648
20	Atmospheric & Oceanographic Science	461	311	772
21	Chemical Kinetics and Combustion	528	427	955
22	Biological Sciences	2746	1265	4011
23	Environmental Sciences	307	157	464
24	Economics	2042	861	2903
25	Social Sciences	201	97	298
26	Functional Analysis	644	442	1086
27	Management Sciences	713	564	1277
28	Math Education	840	370	1210
29	Astronomy & Planetary Sciences	256	129	385
30	Simulation and Modeling	4429	2165	6594
31	Materials Science	1034	651	1685
32	Electromagnetic Theory	450	348	798
40	Applications of Mathematics and Computation in Industry	1862	999	2861
43	Dynamical Systems	2224	1304	3528
44	Nonlinear Waves and Coherent Structures	918	606	1524
48	Data Mining, Information Retrieval	1455	751	2206
49	Algebraic Geometry	492	290	782
50	Uncertainty Quantification	873	427	1300
99	General Interest	4303	2092	6395

The counts above are estimated totals. There is some duplication between codes. Further demographic selection criteria will reduce quantity. Counts are based on August 2017 figures and are subject to change as updates are made daily.

## Topics of Recent SIAM Meetings

*Meeting attendees are available as a separate list or for merging with other selections.*

- Applied Linear Algebra
- Applied Mathematics Education
- Computational Science and Engineering
- Combinatorial Scientific Computing
- Control and Its Applications
- Data Mining
- Discrete Algorithms
- Discrete Mathematics
- Dynamical Systems
- Financial Mathematics
- Geometric Design and Computing
- Geometric and Physical Modeling
- Geosciences
- Imaging Science
- Life Sciences
- Materials Science
- Math for Industry
- Mathematics of Planet Earth
- Nonlinear Waves and Coherent Structures
- Optimization
- Parallel Processing for Scientific Computing
- PDEs
- Uncertainty Quantification



# siam<sup>®</sup> Mailing List Rental Agreement

This agreement, made this \_\_\_\_\_ day of \_\_\_\_\_, between the SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS (hereinafter referred to as SIAM) and \_\_\_\_\_ (hereinafter referred to as the LIST RENTER) establishes the following terms and conditions:

The LIST RENTER will receive names and addresses from the SIAM database in electronic/digital format for the following promotion: \_\_\_\_\_, and agrees that these names are the exclusive property of SIAM. Because this list is valuable property and is of a highly confidential nature, the LIST RENTER agrees not to disclose, transfer, duplicate, reproduce, or retain in any form or manner whatsoever, all or any portion of the mailing list(s), nor permit any third party, agent, employee, or contractor and their respective agents and employees to do so.

**The one time (only) use of a list(s)** shall be limited solely and exclusively to the agreed-upon offer as described in this letter of agreement and the sample mailing piece provided to SIAM. If multiple usage is required, SIAM must be advised beforehand of the details, including the date of the mailing, and the LIST RENTER must pay for such usage.

SIAM agrees to provide an email attachment directly to the mailhouse or service company designated by the LIST RENTER which may be responsible for the merge/purge of the SIAM list with any other list(s). This third party must agree to all of the above conditions set herein and authorized below by a duly appointed representative.

**Mail piece makes no claims or implications that the offer or organization is in any way endorsed by SIAM, and should not include the SIAM organization's name or logo, without prior written approval from SIAM.**

List Renter \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

Mailhouse \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

List Owner \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_